



BERNARDO HORTA

PRODUCT DESIGNER (UX/UI)

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Brasília, Brazil

Portfolio: <http://bernardo.cc>

Work permits: Europe, South America

LinkedIn: <https://linkedin.com/in/horta>

Languages: English, Portuguese

User Experience Design

User Interface Design

User Research

AI tools

Design Systems

Visual Design

Figma

FigJam

Photoshop

Adobe Creative Suite

Prototyping

I'm a Product Designer with 15+ years of hands-on experience creating engaging products and solving challenges through design.

With a deep understanding of design, UX and user research, I can effectively lead, articulate ideas and influence decisions throughout the entire product design process. I've helped build hundreds of products, with a strong ability to convert abstract concepts, data, and ideas into tangible designs ready for production, bringing solutions to the table that enable innovation while accounting for user needs, business objectives and technical capabilities.

I've collaborated on global projects across the Americas, Europe, and Asia, for companies ranging from startups to Fortune 500 firms in diverse industries. I'm a strong believer that good design must create solutions that put users first, while unlocking growth for

✦ WORK EXPERIENCE



Zicasso

Senior Product Designer
Jul 2025 - Current

Owned the evolution of the Design System, ensuring semantic structure, clear documentation, and consistent component usage across products, ensuring visual and functional consistency.

Led conversion rate optimization initiatives across the platform, identifying bottlenecks and implementing design solutions to improve lead generation, in close collaboration with product, marketing and engineering. Optimized the designs of PPC landing pages focused on maximizing conversion from highly qualified traffic, with great success.

Improved end-to-end conversion funnels, reducing friction and improving usability across the site, with the support of extensive research, benchmarking, interviews, data analysis and testing.



PoC Digital

Senior Product Designer
May 2024 - Jul 2025

Planned and facilitated design workshops and sprints with team members, clients, colleagues, to come up with solutions for complex product challenges such as: conversion rates optimization, user adoption and engagement, prioritizing features, defining and validating MVPs, among others.

I guided teams through the full problem-solving cycle, from discovery and ideation to prioritization, prototyping, testing, and analysis, ensuring solutions were user-centered and viable.

Led UX research activities, such as user acceptance testing, A/B tests, data analysis, interviews, and more. Created artifacts like personas, wireframes, user journeys, experience maps, fast prototypes, and high fidelity designs (UI) ready for production or testing, including all product screens, states, assets and interactions, contributing to design systems, and developer handoff.



McKinsey & Company

Senior UX/UI Designer
Oct 2012 - May 2024

Designed multiple successful projects for the firm and its clients across diverse industries, including SaaS, finance, healthcare, retail, and media, impacting millions of users globally.

Owned the full product design lifecycle, from journey mapping, requirements analysis, and concept development to handoff, launch, and implementation in collaboration with engineering.

Planned and executed UX research and analytics initiatives (interviews, usability tests, surveys, data analysis), translating insights into continuous product evolution and contributing to the firm's UX maturity through guidance and training.

Designed key artifacts (interfaces, interactions, wireframes, prototypes, personas, flows, journeys) and contributed to the development and implementation of the firm's design system.



Ferrovia

Director, User
Experience Design
Aug 2010 - Oct 2012

Director of digital products, responsible for planning, managing, designing, and building systems, websites, and applications from zero to launch.

Executed UI and UX work, translating user needs and business requirements into interfaces and optimal user experiences. Created design artifacts, such as stakeholder maps, personas, wireframes, journey maps, user flows, and prototypes, and facilitated user research sessions.

Managed teams and projects, including designers, developers, artists, and service providers, ensuring timely delivery and maintaining productive work relationships.

Led the planning and coordination of UX, UI design, and development work, collaborating closely with clients to develop strategies and create information architecture and user journeys.



ThinNetworks

Lead Designer &
Business analyst
Jan 2010 - Aug 2010

Part of the brand redesign initiative, helping with art direction and web design, which was responsible for bringing the business's branding and identity to a new, more modern era, compatible with their hi-tech offerings.

Created various design products, from print to digital, including advertising materials and technical brochures.

Conducted and analyzed research, metrics and reports from various initiatives, tailoring campaigns and design materials to enhance and optimize conversion rates.



EDUCATION

Graphic & Product Design, Bachelor

Universidade de Brasilia (Brasilia, Brazil)

Business Communication, Master

ESPM (Sao Paulo, Brazil)

The 2024 Updated Design Sprint, Certificate

AJ&Smart (Remote)

Design Sprint, Certificate

AJ&Smart (Remote)

Product Management, Certificate

General Assembly (New York, USA)

Design Thinking, Certificate

Harvard School of Continuing Education (Cambridge, USA)

Service Design, Certificate

Echos School of Design Thinking (Sao Paulo, Brazil)

Strategic Marketing, Certificate

Fundação Getúlio Vargas (Brasilia, Brazil)

Design Thinking Facebook Challenge, Certificate

ESPM (Sao Paulo, Brazil)



VOLUNTEERING

New York Cares

New York Cares mobilizes volunteers to address pressing community needs across NYC, fostering compassion and empowerment. Together, it makes a difference in the lives of those facing challenges, building a stronger, more resilient city and community.

Pisco de Luz

Pisco de Luz aims to provide affordable, clean, and sustainable lighting for low-income households, replacing oil-based lamps to improve health and preserve the environment, spreading illuminated smiles of hope across the country, even in remote and forgotten places.